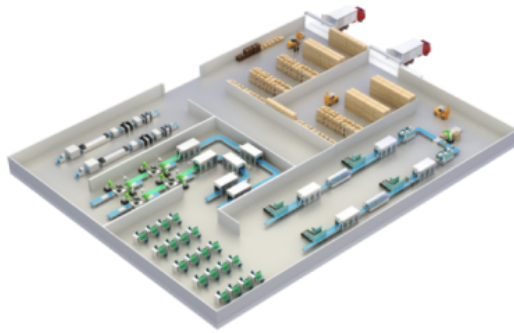


Mass Customisation

Posted by Kara on December 19, 2017 // No Comments



Mass Customisation is when a manufacturer creates completely customised products at the same scale and cost of mass-produced items.

Key Features of Mass Customisation:

- **Customers and suppliers collaborate** to create customised products.
- **Unique product designs are scheduled automatically** into a manufacturing process while using an automated sales ordering process.
- Connected Factories can be used to process sales orders into the manufacturing processes, to produce the customised product.
- **Customers can track the progress of their product**, with insight into the production data.

Key Results:

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- **An advantage over competitors**, who can consequently only supply a fixed number of options.
- **Reduced manufacturing costs** of customised products through process automation.

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